

REMARKS

Claims 1-5 and 9-18 were rejected as anticipated by ANDERSON et al. EP 0 967 804. Reconsideration and withdrawal of the rejection are respectfully requested in view of the present amendment.

The present amendment amends claims 1, 9 and 14 to further clarify that the buyer side information and seller side information represent the same attributes. Support for the amendment is found in Figures 5-6 and at page 11, line 20 through page 12, line 10. Note that  $\alpha[n]$  is composed of n items,  $A[n]$  is composed of n items, and the i-th item of  $\alpha[n]$  corresponds to the i-th item of  $A[n]$ .

Note that the comparing means compares each item of seller side information of each set with a corresponding item of buyer side information that represents only sets of attributes that are the same as the first set of predetermined attributes of an audience who has the audience side terminal unit and that is provided at the buyer side. This change is believed to make the previous interpretation of the claims untenable.

ANDERSON et al. do not disclose that these are the same and thus the amended claims avoid the rejection under §102. Note, for example, paragraph 0034 discloses that at step 305 the set top terminal identifies which, if any, commercial or advertising streams comprise the best match to the demographic profile of the user or set top terminal. Paragraph 0043

discloses that at step 406 the commercial streams are associated with respective category data. There is no mention in ANDERSON et al. that the tags and demographic profile in ANDERSON et al. have the same items, as would be required for ANDERSON et al. to anticipate these claims.

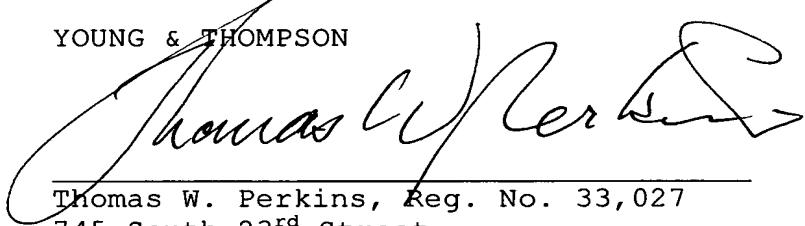
Claims 19-21 were rejected as unpatentable over ANDERSON et al. in view of KURIHARA 5,815,666. KURIHARA does not make up for the shortcomings of ANDERSON et al. noted above and thus these claims avoid the rejection under §103.

In view of the present amendment and the foregoing remarks, it is believed that the present application has been placed in condition for allowance, which is respectfully requested.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

YOUNG & THOMPSON



Thomas W. Perkins, Reg. No. 33,027  
745 South 23<sup>rd</sup> Street  
Arlington, VA 22202  
Telephone (703) 521-2297  
Telefax (703) 685-0573  
(703) 979-4709

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